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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Mar 2

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**SAMPLE SRV INFO INC
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56th Year 1987

Major League Baseball bats $350 million

Vol. 112 No. 9

# Broadcasting Mar 2

## Cable wins pole attachment case
## Baseball rights payments near $350 million
## Fairness doctrine comments pour into FCC

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formation: (212) 486-1111.

**March 31**—*Broadcast Pioneers* annual breakfast, held during National Association of Broadcasters convention (see above). Loews Anatole, Dallas.

**March 31**—Deadline for entries in 1987 *International Radio Festival of New York*, worldwide competition for radio advertising and programing. Information: (914) 238-4481.

■ **March 31**—Deadline for entries in CEBA (Communications Excellence to Black Audiences) Awards, sponsored by *World Institute of Black Communications*. Information: (212) 586-1771.

## April

**April 1**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bob Shanks, executive producer, CBS's *The Morning Program*. Copacabana, New York. Information: (212) 765-2450.

**April 1**—Luncheon honoring newly elected members of Advertising Hall of Fame, Carl Nichols, Arthur Nielsen, Raymond Petersen and Robert Woodruff, sponsored by *American Advertising Federation* and hosted by *Wall Street Journal*. Waldorf-Astoria, New York.

**April 1-5**—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

**April 2**—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

**April 3-4**—Cable-Tec Expo, annual show sponsored by *Society of Cable Television Engineers*. Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

■ **April 5-11**—10th annual International Public Television Screening Conference (INPUT), hosted by *Spanish Radio and TV Corp. (R.T.V.E.)*. Manuel de Falla Centre, Granada, Spain. Information: Enrique Nicanor, (341) 218-22-76.

■ **April 6-7**—*National Association of State Radio Networks* meeting. Ponchatraine hotel, Detroit. Information: (501) 225-6017.

**April 7**—*Television Bureau of Advertising* regional sales conference. Amfac East, Dallas.

**April 7**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 7**—*Women in Cable, New York chapter*, "cable month" salute. HBO Media Center, New York. Information: (212) 661-6040.

**April 8**—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 292-0185.

**April 8**—Satellite teleconference on role of media in current U.S./USSR relations, hosted by ABC anchor Peter Jennings on U.S. side, held in conjunction with *American Society of Newspaper Editors* and *Gosteleradio*. Fairmont hotel, San Francisco. Information: (212) 877-4070.

**April 9**—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.

**April 9-10**—Fourth annual minority career workshop, sponsored by *International Radio and Television Society*. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 10-11**—10th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcasting, Central Michigan University, Michigan Association of Broadcasters* and *Alpha Epsilon Rho*. CMU campus, Mt. Pleasant, Mich. Information: (517) 774-3851.

**April 10-12**—*Oklahoma AP Broadcasters Association* annual convention. Marriott, Tulsa, Okla.

**April 13**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**April 14**—*Television Bureau of Advertising* regional sales training conference. Sheraton Music City, Nashville.

**April 15**—Deadline for entries in National Psychology Awards for Excellence in the Media, "to recognize and encourage outstanding, accurate coverage which increases public understanding of psychology," sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036.

**April 16**—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

**April 16**—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

**April 16**—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

**April 17**—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

**April 17-18**—Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**April 21**—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

**April 21**—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

**April 21**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**April 21-27**—23d annual *MIP-TV, Marches des International Programes des Television*, international program market. Palais des Festivals, Cannes, France.

**April 22**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations. Copacabana, New York. Information: (212) 765-2450.

**April 22**—*White House Correspondents' Association* annual dinner. Washington Hilton, Washington.

**April 22-24**—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Westin hotel, Washington.

**April 23**—*Television Bureau of Advertising* regional sales training conference. Dunfey City Line, Philadelphia. Information: (212) 486-1111.

**April 23**—Presentation of fifth annual Lowell Thomas Award, for excellence in broadcast journalism, to David Brinkley, presented by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York.

**April 23-24**—*Indiana Broadcasters Association* spring meeting. Embassy Suites North, Indianapolis.

**April 24-26**—*Federal Communications Bar Association* annual seminar. Keynote speaker: FCC Commissioner James Quello. Wintergreen resort, Wintergreen, Va.

**April 25**—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

■ **April 22-25**—Fifth annual National Hispanic Media Conference. Los Angeles Hilton, Los Angeles. Information: (202) 783-6228.

**April 26-28**—Technical workshop for public radio engineers, sponsored by *National Public Radio's representation division*. NPR headqarters, Washington.

**April 26-29**—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

**April 26-29**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

**April 26-29**—*American Public Radio* affiliates conference. Columbia Inn, Columbia, Md. Information: Diane Engler, (612) 293-5417.

**April 28**—*Illinois Broadcasters Association* membership "phoneathon." Hilton hotel, Springfield, Ill.

**April 28**—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**April 29**—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**April 29-30**—*Illinois Broadcasters Association* spring convention and awards banquet. Hilton hotel, Springfield, Ill.

**April 29-May 2**—*National Translator Association* annual convention. Winrock Inn, Albuquerque, N.M. Information: F.A. Bibeau, (505) 764-2441.

**April 29-May 3**—*National Public Radio* annual public radio conference. Washington Hilton.

## May

**May 5-6**—*Ohio Association of Broadcasters* spring convention. Hotel Sofitel, Toledo.

**May 6**—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

**May 6**—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

**May 8-10**—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

**May 9-16**—27th Golden Rose of Montreux, television festival for light entertainment programing. Montreux, Switzerland. Information: (212) 223-0044.

**May 12**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**May 12**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**May 12-14**—*Florida Association of Broadcasters* lagislative day. Radisson hotel, Tallahassee, Fla.

**May 13**—*American Women in Radio and Television, Washington chapter*, meeting, "New Advances in Satellite Technology." National Association of Broadcasters, Washington.

**May 14-15**—*Kentucky Broadcasters Association* spring convention. Louisville, Ky.

**May 16-23**—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrovo*. Gabrovo, Bulgaria.

**May 17-20**—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

**May 17-20**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 17-21**—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

**May 21**—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Infor-

## Errata

In sale of KDOL(AM) **Mojave** and KTPI(FM) Tehachapi, both California, reported in "Changing Hands," Feb. 23, KDOL **is on full time,** not daytimer, and **KTPI is on 103.1 mhz**, not 97.7 mhz.

□

In station trading special report, BROADCASTING, Feb. 9, **sale price of Mid-America's Indianapolis cable system was $151,250,000,** not the $80 million to $90 million originally estimated.

□

National Cable Television Association President **Jim Mooney criticized position of FCC General Counsel Diane Killory on FCC's proposed syndicated exclusivity rules,** not FCC Commissioner Patricia Dennis as reported in Feb. 23 "Cablecastings." NCTA and Dennis agree that rules may be prohibited by Cable Communications Policy Act of 1984.

# Baseball rights approach $350 million

Major League Baseball broadcast and cable rights payments continue to climb, surpassing last year's high-water mark of $320 million, rising about 9% to $349,850,000. Of that, $153,350,000 will come from local broadcast and cable payments (an increase of 9.6%) and about $190 million from ABC-TV and NBC-TV combined. Although ABC reportedly may renegotiate its MLB contract, both networks are now in the fourth year of a six-year, $1.2-billion rights agreement extending through the 1989 season. CBS Radio, which has a five-year agreement with the league that runs until 1989, will pay about $6.5 million, up from the $6 million it paid for its schedule of games last year.

Although the American League East teams will receive the highest rights payments this year—almost $50 million (an increase of about 10.9%)—the National League West team payments will increase the most—up about 17.5% to $26.5 million. The National League East teams will be paid about $45.4 million, a gain of about 4.4%, while the American League West teams will receive rights payments of $31.8 million, an increase of 9.1%.

□

Despite a soft advertising marketplace in general, Bob Blackmore, senior vice president of sales for the NBC Television Network, is optimistic about the 1987 baseball season. NBC's advertising sales are going "very well," he said, adding that "generally, it's a strong marketplace and baseball is up 10% to 15%." The network is over 95% sold in the second quarter, and about 75% sold in the third quarter, he said. "Advertisers like to buy on history and baseball is solid," Blackmore said. "It's getting better ratings than ever; it has

good demographics."

As it has for the past two years, NBC will televise 30 regular-season Saturday games (including four Saturday-afternoon doubleheaders) and two prime time games beginning April 11. NBC's teams of Vin Scully and Joe Garagiola and Bob Costas and Tony Kubek will again be the two primary combinations during the season. (Two other two-person broadcast teams will be added for weeks when there are doubleheaders, an NBC spokeman said.) In addition, NBC will also carry the American League and National League playoff series (the best of seven games), beginning Oct. 6, and the All-Star Game on July 14 in Oakland, Calif.

According to one source, the average price of a 30-second spot during the regular season at NBC will be close to $46,000 for the second quarter, and about $36,000 for the third quarter. Rates for the playoff games are set at about $175,000 for prime time games, about $125,000 for weekend games, and about $50,000-plus if the playoffs go to a weekday game, with rates for the All-Star game at $275,000. Among the sponsors for the regular-season games is Miller beer. NBC is also in final negotiations with General Motors, replacing the Ford Motor Co. as its automotive sponsor.

NBC averaged a 6.3/20 for its 30 regular-season games in 1986, compared to a 6.4/21 for 30 games in 1985, a spokesman said. The ratings average for last fall's World Series between the New York Mets and the Boston Red Sox (in which 30-second spots went for $275,000) was 28.6/45 for the seven-game series, up 13% from 1985 when ABC carried the games, an NBC spokesman said. The seventh game of the series set a record for number of viewers (34 million), receiving a 38.9/55, the fourth-highest rated World Series game, NBC said.

Although ABC carried 11 Sunday games early in the season last year, in addition to its eight exclusive Monday night regular season games, so far the network is planning to carry only eight regular-season Monday night games in 1987. The games will air at 8 p.m. (NYT) from June 1-July 27, and Al Michaels will be the primary play-by-play announcer. One consideration in not yet scheduling any Sunday games this year was ratings. Because ABC does not have exclusivity on Sunday afternoons, "with all the local [baseball] packages on Sundays, the audience levels are not really that great," an ABC spokesman said.

ABC will also carry the World Series this year. It is believed that ABC expects to charge about $275,000 per 30-second spot. *Monday Night* 30's are said to be selling in the $80,000 range, up 6.7% from last year.

A team by team breakdown follows:

## California Angels

KTLA(TV) Los Angeles enters the final year of a three-year pact with the Angels this season, but intends to re-negotiate the contract to permit up to 60 games to be televised, according to station manager Michael Eigner. Broadcast television rights fees are now pegged at $4.2 million for the 1987 year, with the station televising 48 regular-season games and three preseason outings. Bob Starr and Joe Torre handle the announcing chores.

The Angels experimented last season with showing four home games on a pay-per-view basis, but ended the co-venture agreement between Angelvision and Harmon/Cove Productions, a unit of Fox Television Stations that is involved in a similar arrangement with the Los Angeles Dodgers, because of Harmon/Cove's desire to televise more home games, an Angels spokesman said.

On radio, Al Conin will continue as the play-by-play man for rights holder KMPC(AM), but last season's number-two announcer, Ron Fairly, will be replaced by Ken Brett. Fairly has left the Angels to become lead announcer for the San Francisco Giants, the Angels spokesman said. Major radio sponsors include Chevron, Chevrolet, Anheuser-Busch and Eastern Airlines. XPRS(AM) Rosarita Beach (Tijuana, Mexico) will provide Spanish-language coverage.

## Chicago White Sox

The White Sox and WMAQ(AM) Chicago are renegotiating a new five-year pact that is expected to be signed shortly. In addition to full regular season coverage and nine preseason games, the station will broadcast the "Crosstown Classic" between the Cubs and the White Sox on May 18. The station is also expanding its pre- and post-game shows to about 35 minutes each. Sponsors this year include Chevrolet, Miller beer and Zenith.

**Prices of admission**

NBC-TV rights payments
$95 million

ABC-TV rights payments
$95 million

CBS Radio rights payments
$6.5 million

The Sox also have, for the second season, a Spanish radio rights holder, WTAQ(AM) La Grange, Ill., which will broadcast the full home slate of 81 games.

TV rights holder WFLD-TV Chicago will carry 16 home and 54 away contests, three of which are preseason games. The station is in the second year of a five-year deal. Sponsors on the television side include Miller, Nissan and the Illinois State Lottery.

The regional cable network, Sportsvision, is currently converting from a pay to a basic service. Its pay subscriber count was close to 600,000 and the company is projecting that it will have a basic subscriber count of one million by April 1. Sportsvision will carry 74 games this season—54 home, 15 away and five preseason games.

## Kansas City Royals

WDAF-TV Kansas City, Mo., in the last year of its three-year contract, is the originating station for a network of 17 stations, carrying 50 games this year. Miller Beer is again the major sponsor. According to Buddy Turner, manager of the Royals TV Network, "everything is pretty much the same as last year," in terms of television coverage, which again will include a preseason prime time special. One added twist, however, may be the involvement of Dick Howser in the telecasts of the games. Howser, who has undergone surgery twice for a brain tumor, resigned as Royals manager last week for health reasons, Turner said, adding that WDAF-TV has expressed an interest in using Howser in the telecasts "in some way," depending on "how he is feeling."

On the radio side, WIBW(AM) Topeka, Kan., will head a network of about 117 stations in its second year of a three-year contract. Major sponsors from last year have returned for another season, including Anheuser-Busch, Ford automobiles, Farmer's Insurance, John Deere and Guy's potato chips.

## Minnesota Twins

New management, new uniforms and new turf in the Metrodome are contributing to an upbeat attitude surrounding the Minnesota Twins this year, according to Dave Jarzyna, director of broadcast marketing for the ball club. And that optimism has carried over into the broadcast picture, where Stuart Swartz, vice president and general manager of KMSP-TV Minneapolis, the TV rights holder, said "the market [is] in a positive mood." The station will carry five pre-season games and 68 regular-season games. The high hopes, in addition to high ratings last season (the second highest since the club has been on the air), are making for good sales, with Miller and Midwest Federal Savings & Loan two major advertisers committed so far. KMSP-TV is in the third year of a four-year contract.

Also in the third year of a four-year contract is WCCO(AM) Minneapolis. Steve Woodbury, general sales manager, said that the station is now 65% sold for the regular season's 162 games, and the preseason's 12 games. Sponsors include Budweiser, Red Owl, Midwest Federal, Hardware Hank and Amoco.

For the first time, the two stations will share one set of announcers. John Gordon, who formerly called New York Yankee games, will

## AMERICAN LEAGUE EAST

| Team | 1987 rights | 1986 rights | TV originator and affiliates | Radio originator and affiliates | Rights holders |
|---|---|---|---|---|---|
| Baltimore Orioles | 6,300,000 | 6,000,000 | WMAR-TV 10 | WCBM(AM) 84 | WMAR-TV holds TV rights; WCBM holds radio rights; Home Team Sports holds cable rights. |
| Boston Red Sox | 6,500,000 | 4,600,000 | WSBK-TV 7 | WPLM 75 | WSBK-TV holds TV rights; WPLM holds radio rights; New England Sports Network (48% owned by Red Sox) holds pay-cable rights. |
| Cleveland Indians | 3,000,000 | 3,000,000 | WUAB(TV) 4 | WWWE(AM) 33 | WUAB(TV) holds TV rights; WWWE(AM) holds radio rights. |
| Detroit Tigers | 5,000,000 | 4,400,000 | WDIV(TV) 5 | WJR(AM) 37 | WDIV(TV) holds TV rights; WJR holds radio rights; Pro Am Sports Systems holds pay cable rights. |
| Milwaukee Brewers | 3,600,000 | 3,500,000 | WVTV 9 | WTMJ 61 | Brewers retain radio rights; WVTV(TV) holds TV rights. |
| New York Yankees | 17,500,000 | 15,500,000 | WPIX(TV) 12 | WABC(AM) 45 | WPIX holds TV rights; WABC holds radio rights; SportsChannel holds pay cable rights. |
| Toronto Blue Jays | 7,750,000 | 7,750,000 | CTV-TV 21 | CJCL(AM) 50 | Labatts Breweries of Canada (45% owner of team) holds TV rights; Telemedia Broadcast systems holds radio rights; The Sports Network holds cable rights. |

## AMERICAN LEAGUE WEST

| | | | | | |
|---|---|---|---|---|---|
| California Angels | 4,200,000 | 4,200,000 | KTLA 15 | KMPC 21 | Angels retain TV and radio rights; XPRS Rose-Rita (Tijuana) Mexico holds Spanish radio rights. |
| Chicago White Sox | 9,300,000 | 8,250,000 | WFLD-TV 1 | WMAQ(AM) 20 | WFLD-TV retains TV rights, WMAQ(AM) retains radio rights, WTAQ(AM) holds Spanish radio rights and team retains cable rights. |
| Kansas City Royals | 3,100,000 | 2,000,000 | WDAF-TV 17 | WIBW(AM) 117 | WDAF-TV holds TV rights, WIBW holds radio rights. |
| Minnesota Twins | 4,000,000 | 3,600,000 | KMSP-TV 8 | WCCO 62 | KMSP-TV holds TV rights; WCCO holds radio rights. |
| Oakland A's | 3,000,000 | 3,000,000 | KPIX 8 | KSFO 14 | KPIX retains TV rights; KSFO holds English radio rights; KBRG holds Spanish-language radio rights. |
| Seattle Mariners | 2,200,000 | 2,100,000 | KIRO-TV 5 | KIRO 30 | KIRO holds radio and TV rights. |
| Texas Rangers | 6,000,000 | 6,000,000 | KTVT(TV) 15 | WBAP(AM) 15 | KTVT holds TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay cable rights. |

## NATIONAL LEAGUE EAST

| | | | | | |
|---|---|---|---|---|---|
| Chicago Cubs | 4,300,000 | 4,300,000 | WGN-TV 13 | WGN(AM) 67 | Stations hold rights under agreement with commonly owned Cubs. |
| Montreal Expos | 7,000,000 | 8,000,000 | CBC-TV | CFCF 30<br>CKBC 42 | Labatt Breweries holds TV rights; CFCF holds English radio rights; CKBC holds French radio rights; the Sports Network holds cable rights. |
| New York Mets | 16,500,000 | 14,500,000 | WOR(TV) 10 | WHN(AM) 42 | Mets have partnership arrangement with broadcast originators; SportsChannel holds pay cable rights. |
| Philadelphia Phillies | 9,500,000 | 9,100,000 | WTAF-TV 1 | WCAU(AM) 24 | Originating stations hold broadcast rights; Prism holds cable rights. |
| Pittsburgh Pirates | 4,000,000 | 3,000,000 | KDKA-TV 5 | KDKA(AM) 20 | Group W holds broadcast rights and Tele-Communications Inc., holds cable rights. |
| St. Louis Cardinals | 5,100,000 | 4,600,000 | KSDK 17 | KMOX 115 | KSDK has TV rights. KMOX has radio rights. Cencom Cable holds cable rights. |

## NATIONAL LEAGUE WEST

| | | | | | |
|---|---|---|---|---|---|
| Atlanta Braves | 4,000,000 | 3,500,000 | WTBS | WSB | WTBS is TV rights holder under agreement with commonly owned Braves; team retains radio rights. |
| Cincinnati Reds | 6,800,000 | 5,500,000 | WLWT 20 | WLW 100 | WLWT holds TV rights; Reds retain radio rights. |
| Houston Astros | 3,600,000 | 3,400,000 | KTXH 11 | KTRH 40-45 | KTXH has TV rights. Astros retain radio rights. Home Sports Entertainment holds cable rights. |
| Los Angeles Dodgers | 5,000,000 | 4,600,000 | KTTV 3 | KABC 3 | Dodgers retain broadcast rights and sell through Dodger Radio and Television Network. Dodgers and Fox Television Stations Inc. hold pay-TV rights jointly in Dodgervision pay-per-view venture. KWKW(AM) holds Spanish radio rights. |
| San Diego Padres | 4,200,000 | 2,800,000 | KUSI-TV 8 | KFMB(AM) 12<br>XEXX(AM) | Padres retain rights on KUSI-TV and KFMB(AM); Padres and Cox jointly hold pay TV rights. |
| San Francisco Giants | 2,900,000 | 2,750,000 | KTVU 5 | KNBR 9<br>KIQI 32 | Broadcast originators hold rights. |

| | | |
|---|---|---|
| **AL total:** | **$81,450,000** | **$73,900,000** |
| **NL total:** | **$71,900,000** | **$66,050,000** |
| **Majors total** | **$153,350,000** | **$139,950,000** |

Not included in the table are network payments for nationally broadcast games that total about $196.5 million, $95 million for ABC-TV, $95 million for NBC-TV and $6.5 million for CBS Radio.

team up with CBS Radio's John Rooney. Continuing on the radio exclusively are Herb Carneil and former Twin Harmon Killebrew.

## Oakland A's

Contract discussions between the A's and rights holder KPIX(TV) San Francisco will begin this month as the club enters the final year of a three-year television and radio broadcast rights deal estimated at $8.5 million. Under the contract, the A's get five minutes of commercial time for every 25 minutes KPIX sells. The station will televise one preseason and 34 regular-season games this year in prime time and weekend periods. Anheuser-Busch, Unocal and Toyota are major sponsors.

Ratings dropped slightly for ball club last year compared to 1985. The A's averaged a 6 rating/14 share in Nielsen and a 6/16 in Arbitron last year, compared to 1985 figures of 6/15 and 7/16, respectively, according to KPIX research figures.

KSFO(AM) San Francisco began negotiations with the A's last month, said Ken Pries, the station's sports producer. Also in the final year of a three-year deal, the station shares promotion, marketing, merchandising and revenue with the A's under the existing contract.

## Seattle Mariners

KIRO-TV has the rights to 72 games of the Seattle Mariners but because it is a CBS television affiliate, it decided to take only 31 games to avoid preempting too much network programming. The remaining 41 games have been assigned to a Seattle independent, KTZZ-TV. The games will be fed to about eight stations in Washington, Idaho, Oregon and Alaska.

Sales are moving at a rapid pace, according to John Norden, vice president and general sales manager, KIRO-TV. Among the major advertisers on his station are Anheuser-Busch, GTE, Allstate Insurance, Unocal and Toyota. The station is beginning a new five-year contract with the Mariners.

According to KIRO(AM) sales manager, Bill Aanenson, the station will cover 20 preseason and 162 regular games which will be transmitted to 30 stations in Washington, Oregon, Idaho, Montana and Alaska. Among the advertisers already signed are GTE, Chevron Oil, Farmers Insurance Group, Pepsi and Budweiser. The schedule is about 60% sold and Aanenson expects to be 92% sold by opening day. He noted that the pre- and post-game programs are sold out.

## Texas Rangers

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the third year of a five-year deal as broadcast rights holder for the Rangers. The rights pact is part of an overall agreement whereby Gaylord purchased 35% of the club three years ago. (Eddie Chiles still owns the remaining shares.)

KTVT, which is a "passive" superstation, will air 60 away games in 1987—up from 50 last season—and one preseason contest. The station will also operate a five-state regional network of 15 stations.

Major advertisers for the 1987 season include: Budweiser, Nissan dealers, Texaco, True Value hardware stores, Goody's headache powder, Chief auto parts, Chevrolet dealers and Midas. Charles Edwards, executive vice president for Gaylord and general manager of KTVT, said sales are running 30% ahead of the same time a year ago. He attributed the brisk pace to the Rangers being a competitive team last year and to a "very popular" manager (Bobby Valentine).

For radio, WBAP(AM) Fort Worth will begin its 14th consecutive year of Ranger broadcasts as it enters the third year of a four-year rights package. WBAP will also serve as the originating station for a regional network of 15 stations, most of them in Texas. The station will air 24 preseason contests and all regular season games.

Among the major sponsors on radio are: Budweiser, Delta Airlines, Dr Pepper, Coca-Cola, GTE, True Value and Ford dealers. As with the television side, John Hare, station vice president and general manager, reported sales compared to a year ago at 30% ahead.

Home Sports Entertainment (HSE), a division of the Houston Sports Association, signed a new "multiyear" pact (two years with a two-year option) for the Rangers pay cable rights. HSE will air 60 home games this season, carried on 121 systems across a five-state area—mostly Texas—to a subscriber universe of 225,000.

## Baltimore Orioles

After eight seasons on WFBR(AM), the Baltimore Orioles will have a new radio outlet this year. WCBM(AM) Baltimore starts a three-year rights contract to broadcast all 162 regular-season games and 15-17 preseason contests. An 84-station network will be among the largest in the country. Miller Beer, Loyola Federal bank, Chevrolet, Sherwin Williams paints, local RCA dealers, Firestone, Amoco gasoline and Ridge Lumber are major sponsors. Jack Wiers, announcer for the Hawaiian Islanders, the AA farm club in Honolulu, has been hired by WCBM to join Jon Miller, veteran Oriole announcer from WFBR, in the broadcast booth. Home night broadcasts from Memorial stadium will begin at 6 p.m. with a pregame show hosted by the station's Phil Wood. According to WCBM's Jack Paras, the station "will be promoting heavily, to the tune of half a million dollars in the Baltimore market.... We're excited and we think it's a wonderful property."

Group W's Washington-based regional sports network, Home Team Sports, again will present 90 Orioles pay-cable games, including five preseason. Among expected sponsors for this year will be Stroh's beer, Giant Food and Subaru. Returning announcers are Mel Procter and former Orioles outfielder, John Lowenstein. HTS's Tom Davis will handle the pre-game and post-game shows and Rex Barney will host a Major League Baseball week in review and *Orioles Report: The Pennant Chase*. As in years past, Larry King, the Washington-based talk show host for Mutual Radio and the Cable News Network, and Jim Palmer, former Oriole pitcher and color commentator for ABC Sports, will make occasional appearances for HTS. The Home Team Sports slogan is: "You'll see the home games at home," referring to the fact that 65 of the 90 games it will cablecast will be from Baltimore.

Chuck Thompson and hall-of-fame Oriole third baseman, Brooks Robinson, return to announce five pre-season and 40-regular season Oriole games for WMAR-TV. The Orioles TV network will include 10 stations this year. Major advertisers sold so far are Anheuser-Busch, Nissan, C&P Yellow Pages, Jerry's Chevrolet, Mr. Tire, the Mid-Atlantic Milk Marketing Association, Preferred Health Network and Jiffy Lube.

## Boston Red Sox

WSBK-TV Boston now counts a Florida station, WAYK(TV) Melbourne, among the members of its network for Boston Red Sox games. The Boston independent is in the second year of a five-year agreement with the team. Additionally, most of the affiliated stations will carry a higher percentage of the three pre-season, one exhibition and 75 regular season games that WSBK-TV feeds, said Stewart Tauber, the station's assistant general manager. Major advertisers include Anheuser-Busch, Delta and Midas Muffler.

The team's league championship performance last year substantially increased interest among cable subscribers, said John Claiborne, vice president and general manager of the New England Sports Network, which is 48% owned by the team (its other owners are the Boston Bruins hockey team and Storer Communications, owner of WSBK-TV). NESN, which is offered only as a pay service, currently has 172,258 subscribers, almost double that of the previous year. The service, which rebroadcast some of the games later at night and the following morning, will carry 85 regular season and 10 preseason games, up from 83 and seven, respectively, last year. The total number of games will reach 100 in the next few years, Claiborne said, with the addiditional games coming from WSBK-TV's schedule. Sponsor's for the cablecasts are Anheuser-Busch, Polaroid, Nissan and Chevrolet. Claiborne said he expects all commercial availabilities—about 30 per game—to be sold by the beginning of the season.

WPLM-AM-FM Plymouth, Mass., will continue to originate the games to a network of 75 radio stations, up 11 from last year. The station's president and general manager, John Campbell, said the broadcasts were "pretty much sold out." Advertisers include Budweiser, American Motors Corp. and Chrysler.

## Cleveland Indians

Along with 60 regular-season Cleveland Indian games to be broadcast on WUAB(TV) this season (the same number as last year), four preseason telecasts will be added to the schedule. After establishing a two-station Indians TV network last season, WUAB will have four stations on line this year. Jack Corrigan, color analyst, returns with a play-by-play partner yet to be announced. Advertisers include Anheuser-Busch and Community Mutual Insurance. Sales are up, according to Bill Scafidde, WUAB general sales manager: "We've had more interest in the Cleveland Indians this year than we've ever had."

All regular-season games and 32 preseason contests will appear on WWWE(AM), which feeds a 33-station network. Herb Score and Steve Lamar return to announce the games.

## Detroit Tigers

WDIV(TV) Detroit is in the fourth year of a five-year agreement with the Tigers and will carry 45 regular season and five exhibition games. The telecasts, which, according to station spokeswoman, Eileen Wunderlich, last year had the highest viewing of any major baseball telecasts—Arbitron measured them at a 20 rating/40 share from May through July—will be distributed to five affiliates. Major advertising sponsors include Miller Brewing, Metro Detroit Ford dealers, McDonald's, Blue Cross, Michigan State Lottery, Kroger, Pepsi Cola, Taco Bell, New York Carpet World, Highland Appliance, Kentucky Fried Chicken, Michigan Bell, Ameritech Yellow Pages and Coca-Cola. The station is selling about 85% of its 50 spots per game on sponsorship basis.

WJR(AM), which originates the team's radio broadcasts, is doing well in its sales of advertising time, said Maureen Hathaway, general sales manager. The largest sponsors are several divisions of Ford Motor Co., followed by Marathon Oil, Anheuser-Busch, Maxicare and Comerica.

Subscribers to Pro Am Sports Systems cable service jumped by roughly 60%, to 160,000, since last season, said William J. Wischman, executive vice president and general manager. Half of those subscribers are on an extended basic tier—for systems more than 150 miles away—while the others are pay. Advertisers for the two preseason and 80 regular season games include Ford, Highland Appliance, Stroh Brewery, the *Detroit Free Press* and *Detroit News* and Builders Square, a subsidiary of K Mart.

## Milwaukee Brewers

WVTV(TV) Milwaukee has increased to nine the number of stations carrying its broadcasts of Milwaukee Brewers games. The independent station, which has one more season after the upcoming one in its agreement with the team, will carry 60 regular and eight preseason games, said WVTV general manager, Hal Protter. Major sponsors include Miller Brewing and True Value Hardware Stores.

The Brewers organization sells advertising time for the radio broadcasts and has so far lined up Pabst Beer, Amoco Oil, Pepsi Cola, Farmer's Insurance, AT&T, Wisconsin Bell and State Farm Insurance. The games, which are distributed to 47 other radio markets via the network fed by WTMJ(AM) Milwaukee, are "not sold out yet but are well along the way," said Bill Haig, vice president of broadcast operations for the Brewers.

## New York Yankees

WPIX(TV) is entering its 37th consecutive year of New York Yankees baseball telecasts and the first year of a new four-year rights deal. However, the Yankees are faced with a television/cable dilemma. The team's agreement with WPIX(TV) calls for the airing of 75 games in 1987—down from 100 last year—and SportsChannel, which is entering the sixth year of a 15-year, pay-cable rights deal, is claiming 100 games for the upcoming season—up from 40 games last year. The total for both outlets surpasses the 162 regular-season game schedule.

The Yankees filed suit against SportsChannel in the State Supreme Court in Bronx county saying the team had a verbal agreement from the cable service for it to go to a 75-game broadcast schedule this season. But SportsChannel claims an arrangement was made two years ago for the cable service to cover 100 games beginning with the 1987 season. The court issued a temporary restraining order preventing SportsChannel from proceeding with its plans for a 100-game slate. The pay service appealed to the New York appellate court, which lifted the injunction. WPIX filed a friend of the court brief on behalf of the Yankees in the case.

Among the major advertisers on WPIX(TV) for the 1987 season are: Anheuser-Busch, Dodge, Toyota, Burger King and Nynex. Returning to the broadcast booth are announcers Bill White and Phil Rizzuto; former major league pitcher Jim Kaat will not be back this year. WPIX, a superstation, will also serve as the originating station for a regional network of 12 outlets.

For SportsChannel, major sponsors include: Anheuser-Busch, Toyota, Dodge, Nynex and Canon cameras. The channel serves 75 systems and approximately 800,000 subscribers in three states.

For radio, Jim Haviland, vice president and general manager of WABC(AM), said the station recently reached a "multiyear" rights agreement with the Yankess making it the "largest radio rights package in the history of baseball." The contract, which reportedly runs for five years, is believed to be costing WABC some $5 million per year.

In 1986, the Yankees held the radio rights while Adler Communications, Hackensack, N.J., produced the games and sold the in-game sponsorships. WABC for the past six years was the originating station for the Yankee broadcasts and sold the "out-of-game" inventory.

Major radio sponsors for the baseball 1987 season include: Anheuser-Busch beers, Channel Home Centers, the New York *Daily News*, the New York State Lottery, Monroe shock absorbers and the Marine Midland Bank. Haviland said that the station has already met about 80% of its sales budget for opening day.

The station has also hired two new announcers: Hank Greenwald, former San Francisco Giants announcer, for play-by-play; and Tommy Hutton, former Montreal Expos announcer, for color. Not returning to the radio side this year are announcers Spencer Ross, John Gordon and Bobby Mercer—the last a former Yankee outfielder. Pending the outcome of the Yankees/SportsChannel dispute, White and Rizzuto may also do some radio broadcasts, said Haviland. WABC, which plans to have a regional network of at least 45 stations, will air 19 preseason contests and all regular-season games.

## Toronto Blue Jays

Telemedia Broadcast Services, Toronto, holder of Blue Jay radio rights since the team was established, will broadcast the 162 regular-season and nine preseason games. Its network of about 50 stations will orginate from CJCL(AM) Toronto. Major advertisers are: Labatts Breweries, (45% owner of the Blue Jays), Petro-Canada, General Motors, Bank of Nova Scotia, Zenith, Goodyear, Coca-Cola, McDonald's and Nissan. CJCL traditionally runs three contest promotions during its broadcasts: "Beat the Pro," a trivia game; "Miracle Hit and Win Inning" and "Home Run Inning" for a color TV set. During the last half of the season listeners predict the finishing order in the American League East in the "Final Standings Contest," with winners receiving a trip to next year's spring training.

Labatts Breweries sells the Blue Jays television rights on a game-by-game basis to CTV, the Toronto-based Canadian network of 21 stations. CTV will broadcast 35 games, all in the regular season. Among sponsors for the broadcasts will be Labatts, Canadian Imperial Bank of Commerce, Chrysler, Honda, American Motors, Mazda, Michelin, Goodyear, Standard Auto Glass and Imperial Oil. Announcers will be Don Chevrier, Fergie Oolver and Tony Kubek, who also announces weekly baseball games for NBC Sports.

About 40 Blue Jays games will appear on The Sports Network, a Toronto-based pay-cable service that also cablecasts Montreal Expo games. Four preseason contests will also be presented. Buck Martinez, former Blue Jay catcher, joins The Sports Channel as color announcer, with CTV's Oolver returning to do play-by-play. Advertisers include Labatts, General Motors, Speedy Muffler and Petro-Canada.

## Atlanta Braves

Ted Turner's Atlanta Braves will be seen during the upcoming season on superstation WTBS(TV) Atlanta. WTBS will broadcast 150 regular-season games and five preseason games, said WTBS's Jim Trahey. Last year's coverage was disrupted by WTBS's broadcast of the Goodwill Games from Moscow, and this year there may be some conflict with the basketball games of the Turner-owned Atlanta Hawks. Major sponsors include Anheuser-Busch, Coca-Cola, Delta Airlines, Canon and True Value hardware stores.

WSB(AM) Atlanta will again be the originating station for the Braves radio network, said Braves promotion manager Miles McReay. The network of over 100 stations will carry all 162 regular season games in addition to 20 preseason games. McReay said there would be an increase in the Braves' promotional drive this year to inaugurate their new uniforms. Caps, helmets and uniforms will be given away to promote the "new look." Major radio sponsors include Anheuser-Busch, Coca-Cola, Delta Airlines, Amoco and Goody's headache powders.

## Cinncinati Reds

Reds baseball again appears on WLWT(TV) Cincinnati. The station will cover 42 away games and possibly five more home games. WLWT is the originating station for a network of 20 stations begun in the early '50's. Joining the veteran play-by-play team of Marty Brennaman and Joe Nuxhall will be former Reds catcher Johnny Bench, who will handle the color commentary. In addition to covering the games, Bench will be starring in *The Pete and Johnny Show*, a half-hour, pre-game interview show with Reds manager Pete Rose. Major sponsors for the network are Anheuser-Busch, Krogers food stores, Ford, Toyota and Long John Silver restaurants, with the bulk of the remaining sponsorship handled by the individual stations.

The Reds retain radio rights and WLW(AM) Cincinnati will again be the lead station for a regional network of, at present, 70 stations, but the number was expected to rise to over 100 stations. Nuxhall and Brennaman will also handle the radio chores, but the WLW sports director, Andy MacWilliams, will do radio when the others are on TV. Major sponsors include Anheuser-Busch.

The Reds had a contract to carry the games over Cincinnati's addressable cable system on a pay-per-view basis last year. That contract has been canceled, and no direct cable coverage is planned.

## Houston Astros

KTRH(AM) has put together a package of all 162 regular season and 26 preseason contests. A regional network of 40-45 stations is being assembled and may be even larger by the time the 1987 season kicks off, according to a station spokesperson. He termed sales activity "fairly good" and expressed the hope that all availabilities will be taken by game time. Major radio sponsors are Anheuser-Busch, Gulf Oil and Coca-Cola. The station has enlarged its pre-game program from 10 to 25 minutes, more than doubling its inventory of commercial time.

The Astros' solid performance last year has improved the advertising outlook at KTXH(TV), according to Vince Barresi, vice president and general manager. The station will carry seven preseason and 72 regular season games and has arranged a regional network of 15 stations that is "likely to go higher," an official said. Julio Bermudez, national sales manager, said leading advertisers are Anheuser-Busch, American Airlines, Kroger, Goody's headache powder and Coca-Cola. The station is in the second year of a long-term contract.

Pay cable is in its fifth year in Houston. Home Sports Entertainment has arranged a schedule of 73 Astros games, available to 235,000 subscribers on about 130 systems. Jack Stanfield, program manager of Home Sports Entertainment, said advertising sales were brisk with major accounts including Coca-Cola, Anheuser-Busch, Mazda, Texaco, Pizza Inn, What-A-Burger, Eastern Airlines and Reebok International (shoes).

## Los Angeles Dodgers

The broadcast rights for Dodger games will increase from $4.6 million to $5 million this year during the final year of a three-year agreement with KTTV(TV), KABC(AM) and Dodgervision, the pay-per-view cable service. The Dodgers "sell, package and produce" each of the games. The club and stations sell time for pre- and post-game shows but the Dodgers get the national sponsorships during the game.

KTTV will offer 46 home games and four preseason contests. Dodger games will return to KDTU-TV Tucson, Ariz., and KNXV-TV Phoenix on a one-year basis. The stations have carried the team in previous years, according to Merritt Wiley, vice president of marketing for the Dodgers.

Dodgervision will enter its third year with a 120% increase in subscribers, according to Walter Kalb, executive in charge of the Fox-owned Dodgervision. With 47 cable systems in southern California and Nevada that pass 1.2 million homes, the subscriber count averages about 16,100 per game, or about 65,000 viewers, he said. The service will offer a package of 25 home games to subscribers for $79.95 or $5.95 per game on a pay-per-view basis. To mark Dodger Stadium's 25th anniversary, the service will launch an elaborate promotion campaign that includes two tickets, a poster, a specially minted 25th anniversary pin and "diamond dust," dirt taken from the infield of the stadium.

Major national sponsors this year are Unocal, Miller Brewing, Nissan, Farmer John and Coca-Cola, according to Wiley. The Dodgers have appeared on KTTV since 1958, the team's first year in Los Angeles, and KABC radio since 1974.

## San Diego Padres

The 1987 season will represent a big change in broadcast rights for San Diego Padres games. Instead of selling the broadcast rights to an individual television or radio outlet, the Padres this year have purchased time on independent KUSI-TV and KFMB(AM) San Diego and will control most of the inventory in the 51 games on television, and the 187 games on radio. Last year the games were broadcast on NBC-affiliate KCST(TV) and KFMB(AM). Spanish-language XEXX(AM) Tijuana, Mexico, will continue to carry the games, retaining broadcast rights.

Last season the Padres tested the new rights strategy by taking radio rights in-house. It was partially based on the success of that move that the club took the television in-house as well.

"There were several reasons we did it," said Jim Winters, director of broadcasting for the Padres. "Now we will be able to control our destiny. If we want to add a couple of promotional spots for ticket sales, we can to that." Winters also mentioned the overall health of advertising in the market as a reason for getting into the new arrangement.

Broadcasting on an independent, as opposed to an affiliate, will also give the team the opportunity to do pre- and post-game shows.

Winters, who was with the New York Mets for four years, and later the Cincinnati Reds for 12 years, said that his in-house sales team consists of three sales people. Controlling inventory on television and radio will allow the Padres sales team to package sales of television and radio along with billboards and advertisements in the program that is available at the ball park.

KUSI-TV and KFMB(AM) each get adjacencies to the club's advertising, which the stations can use for promotion.

Winters said that sales of time in the games on both radio and television are going well so far. Major sponsors for television are Mitsubishi and Union 76. For radio, sponsors signed so far include Chevron, Coca-Cola, Home Federal Savings & Loan, Farmer's Insurance, Jack in the Box and Mad Jack's.

Cable coverage of the Padres will once again be handled by Cox Cable, which charges $140 for 41 games. Cox reaches 425,000 homes in the San Diego area.

## San Francisco Giants

KTVU(TV) Oakland enters the fourth year of a five-year contract with the San Francisco Giants, for the coverage of 38 regular-season games. A deal on preseason games has yet to be worked out, according to Caroline Class, the station's program manager.

Class said that KTVU's Giant coverage will be

augmented by three half-hour specials—two produced in the Giants training camp in Phoenix before the season begins, for broadcast before the season, and one produced during the regular season, for broadcast during the season.

In addition, the station is producing a series of *Giants Minutes* that will be broadcast throughout the season.

KTVU is coming off a year of higher-than expected "double-digit ratings," according to Miller, and in line with that, sales are going well. Major sponsors include Northern California Toyota Dealers, Pacific Bell and Jack in the Box.

KNBR(AM) San Francisco, the radio coverage originator, is also entering the fourth year of a five-year contract. Jay Barrington, sales coordinator for sports, said that sales so far "could be better," but that some of the major sponsors on board are Anheuser-Busch, Chevron, Renault-Jeep, Farmers Insurance, Grossman's hardware and Taco Bell. KNBR will broadcast 162 regular-season games, and 13 preseason games. Spanish radio coverage of the Giants this year will be on KIQI(AM) San Francisco, with 32 affiliates.

Under the title of "GiantVision," a package of 36 regular-season and one preseason game, will sell for $144 to cable viewers. Subscribers will also get 18 key National League games with the package. In addressable homes, the games will sell for $5.95-$6.95 per game. Corey Busch, executive vice president of the team, said that of the 100 cable systems in northern California, the Giants will reach half. Nine addressable systems will also be reached.

## Chicago Cubs

WGN-TV Chicago will telecast 150 Cubs games this season, including four exhibition games on a regional network of 13 stations. John Fendley, sports sales director, said that advertising sales are going "very well" this year. As of last week, revenues were running about 20% ahead of last year. About 70% of the inventory has been sold, Fendley said, adding that the games are "never" sold out before the season. "If we do sell out, we're priced too cheap," he said. Among the advertisers already signed: Anheuser-Busch, True Value Hardware, Union Oil, Pepsi-Cola, United Airlines, Chicagoland Buick Dealer Association, *Chicago Tribune*, Yellow Pages and the Illinois State Lottery.

On the radio side, WGN(AM) will broadcast 162 regular-season games and 10 exhibition games this year. The team has arranged a regional network of 67 stations (all primarily in the Midwest) to carry the Cubs, said Wayne Vriesman, vice president and general manager of WGN(AM). Major sponsors this year include Heileman Brewing, True Value Hardware, Chevrolet dealers, Marathon Oil and Talman-Home Savings and Loan. Vriesman said that there will be a few changes in the announcers' booth this year. While Dwayne Staats will continue to do the play-by-play, former Cubs manager Jim Frey will be the new primary color man. Remaining in the booth for home games will be Hall of Famer Lou Boudreau.

## Radio rights on CBS

The CBS Radio Network is entering the third year of a five-year, $32-million rights deal for Major League Baseball's *Game of the Week* broadcasts. And for the first time, CBS will air games for all 26 weeks of the regular season, due to "strong" advertiser and affiliate interest, said Steve Youlios, vice president/sales for the CBS Radio Networks. (It had previously offered a 20-week regular season schedule.) The weekly broadcast schedule contains two games (one day and one night) every Saturday beginning with the Toronto Blue Jays at the Boston Red Sox and the Montreal Expos and the Houston Astros on April 11.

In addition to airing weekly contests, the exclusive CBS rights package includes the annual All-Star game, league championships and World Series. CBS may also air several midweek contests toward the end of the season depending on the pennant races.

Youlios said CBS offers two sales packages: the summer series, which is the full 26-week schedule, and the All-Star game, league championships and the World Series. Among the major advertisers for both packages are: Honda, Buick, True Value hardware stores and Anheuser-Busch, all of which were sponsors last season. Also, Tinactin will once again sponsor a 30-second, in-game feature during the regular season.

New advertisers include the Gates Rubber Co. for automotive parts and Fuji, both of which will also be sponsoring in-game features. CBS Radio's baseball sponsorships, which also include "off-air" in addition to any "on-air" merchandising/promotional campaigns, can range from $75,000 to about $1 million.

Returning announcers for CBS Radio's baseball coverage are: Brent Musburger, Johnny Bench, Bill White, Jerry Coleman, John Rooney, Dick Stockton and Howard David. New to the CBS baseball announcing staff this year are: Jim Hunter, who is the new anchor for CBS's *Sports Central USA* weekend reports, Steve Busby, Tom Cheek and Gene Elston. The announcers will be paired on a rotating basis and share both play-by-play and color duties. As an added attraction, local team announcers will join the CBS crew during the fifth inning of each game, coined the "home town" inning, which will be exclusively sponsored by True Value.

Youlios said he expects the *Game of the Week* broadcasts to clear about 250 stations.

## Montreal Expos

Labatts beer holds the TV rights and controls the cable rights for Montreal Expos baseball this season. Labatts was reported to have paid a little less than $30 million for its five-year contract. The French-language rights have been re-sold to the Canadian Broadcast Corp., which will carry the games over a network of about 20 stations, with about 10 in Quebec and the remainder outside the province. The coverage schedule is not yet defined, said Pierre Gauvreau, group vice president for the Expos, but the French network is hoping to broadcast 35 games. Claude Raymond will handle color commentary and Raymond LeBrun will do play-by-play.

English language rights will either be sold to the CBC English Network or a new network of independent TV's in the process of being formed by Global Television Network in Ontario, said Gauvreau. The lead station for the new network may be CFCF-TV Montreal. Regardless, play-by-play will be handled by Dave Van Horn and color commentary by Ken Singleton. Major sponsors for both networks include: Coca-Cola, Chrysler, Provigo, a provincial food store chain and Ultramar. There will be 20 sponsors in all.

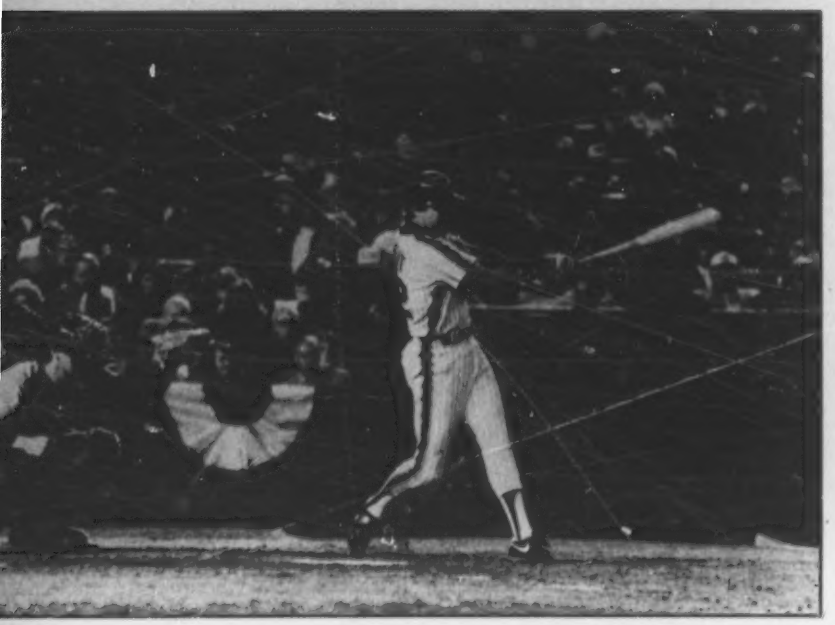
Cable coverage will again be handled by TSN Canada which will show 30 regular season away games, six home games and four preseason games, all in English. Play-by-play will by done by Gordon Craig and Ken Singleton will also be doing the color commentary for TSN as well as the English-language broadcasts.

Radio coverage is again split into French and English broadcasts. CKBC(AM) Bathhurst, New Brunswick, is the lead station for an English radio network of 42 stations, mainly in Quebec. Dave Van Horn will also handle play-by-play for radio and Jim Fanning will do the color commentary. In addition to the regular-season games, the network will also carry six preseason games. French-language broadcasts will be done by CFCF(AM) Montreal and carried by a network of about 30 stations, two in Quebec and the remainder outside. Jacques Doucet will be the play-by-play announcer and Roger Broulette will handle color.

Guavreau said business had been very brisk due to excitement over the new roof on the Montreal stadium, and ticket sales have been very high. A formal promotion will begin in the next week.

## New York Mets

WOR-TV New York will begin its 26th consecutive year as the originator of New York Mets television broadcasts, a rights partnership arrangement the station has had the team's since its inception in 1962. The station is entering the first year of a new five-year deal and plans to air seven pre-season contests and 75 regular-season home and away games as well



s one exhibition game against the Boston
led Sox.

"Pricing is up substantially over last year," aid Peter Leone, vice president and general nanager of WOR(TV). The Mets won the 1986 Vorld Series. Among the major television ad-ertisers for 1987 are: Anheuser-Busch, Nis-an, Manufacturers Hanover Trust, Oldsmo-ile dealers and Bell Atlantic. Leone said WOR, superstation, will serve as the originating sta-on for a regional network of 10 to 12 stations.

On the radio side, country-formatted WHN(AM) New York, is beginning the second ear of a five-year broadcast rights pact. It has revenue-sharing arrangement with the Mets.

Major sponsors include: Anheuser-Busch, Chrysler-Plymouth, Amoco, the *Daily News*, Benjamin Moore Paints, Samsung Electronics nd the New York State Lottery. According to ick Dames, station vice president and gener-l manager, rates are 40% higher this season han last year. A package of 175 sixty-second pots (one per game) are reported to be sell-ng at $200,000.

The 1987 season will also feature expanded re -and post-game programing. Both the re- and post-game shows will be lengthened rom 15 minutes to 90 minutes, which will open p more baseball inventory. "This will give maller clients an opportunity to be involved vith the Mets," said Dames. WHN Sports Direc-or Howie Rose will handle the Mets pre- and ost-game programs with Mets radio an-ouncers Bob Murphy and Gary Thorne han-dling the broadcast 15 minutes before and 15 minutes after each game.

WHN, which airs 13 preseason and all 162 egular-season contests, will serve as the riginating outlet for a regional network of ome 42 stations.

SportsChannel is entering the sixth year of a 0-year deal for the team's pay-cable rights nd will air 75 home and away games—up rom 60 last season. Major advertisers on ca-le include: Anheuser-Busch, Toyota, Buick, Nynex, Texaco and Met Life. SportsChannel is carried on some 75 systems across a three-state area and has a subscriber universe of nearly 800,000.

## Philadelphia Phillies

It's pretty much status quo as far as the rights holders of Phillies games are concerned. Both WCAU(AM) and WTAF-TV Philadelphia are in the middle of long-term pacts that do not expire until 1992, while cable rights holder Prism is working its way toward the end of a long-term deal that expires at the end of the 1989 season. Taft sold its 40%-plus interest in the Phillies to the other co-owners of the team, led by general partner William Giles, in January. The broadcast and entertainment company has also sold, subject to FCC approval, Phillies TV rights holder WTAF-TV and its other independent stations to TVX Corp. The station will carry 90 games this season, as it did last year.

WCAU(AM) Philadelphia will again carry the full slate of Phillies home and away games plus eight preseason games. The radio station will run a big promotion counting down to Mike Schmidt's 500th home run, expected this season, called the "Schmitty 500."

Prism, the regional pay service in Bala Cynwyd, Pa., will carry 38 home games and seven away games. The network now claims 375,000 subscribers.

## Pittsburgh Pirates

The Pirates are celebrating their centennial in 1987, which should give the three Pittsburgh rights holders lots of promotional grist. KDKA-TV Pittsburgh as extended its rights pact beyond 1987 and this year will broadcast 43 games, including two preseason, three home and 38 away games. Pirates sponsors on TV this year include Anheuser-Busch, Giant Eagle, Equibank, Pittsburgh Chevrolet Dealers and Bell of Pennsylvania Yellow Pages. The station expects that Pirate ad sales to be up 20% over last year, boosted in part by the broadcast of three additional games.

KDKA(AM) Pittsburgh is in the final year of a three-year rights contract and will broadcast the full slate of Pirates regular and preseason games. Returning sponsors include Budweiser, Giant Eagle and the Pennsylvania Dairy Promotion Board.

Tele-Communications Inc. signed a new five-year cable rights pact with the club, the first three of which are firm and the second two contingent on the Major League Baseball agreement with the networks, scheduled for renewal after the 1989 season. The TCI service, known as Pirates on Cable, will televise 60 games this year, an increase of 10 games over 1986, the service's first year of operation. It is packaged within a program tier on the TCI system that includes WTBS(TV) Atlanta, WOR-TV New York and other satellite services. The system now has about 350,000 subscribers, although the Pirates channel is offered to other systems which reach another 250,000 subscribers in western Pennsylvania, Ohio and West Virginia. Sponsors of Pirates on-Cable include Anheuser-Busch, and TCI is working to sign up others.

## St. Louis Cardinals

Robert Hyland, regional vice president of CBS Radio and general manager of KMOX(AM), reports the St. Louis station will broadcast 162 games and some exhibition contests this year. The games will also be carried on a regional network of about 115 stations.

Hyland said sales have been proceeding "very well." Among the major sponsors he listed were Chevrolet, Anheuser-Busch, Amoco, True Value Hardware, Carrier Corp. and Car Quest. Hyland believes the baseball schedule will be sold out by the start of the season.

Television coverage of the Cardinals will be provided by KSDK(TV) which will move into its 25th year of telecasting Cards games. Bill Bolster, vice president and general manager, said sales are proceeding at a moderate pace. Major sponsors include Budweiser, Toyota, Taco Bell and Commerce Bank. The station has the rights to 50 games but so far has scheduled only 44. Games will be fed to a network of about 17 stations.

Cencom Cable Associates will handle pay TV coverage of 50 Cards home games. Scott Widham, general manager, reported that cable systems with about 200,000 subscribers have signed for the coverage. They include Cencom's own systems plus those of Continental Cable, American Cable and United Video. Among advertisers signed for the Cards cable coverage are Kroger, Nissan and Anheuser-Busch. Widham said Cencom is spending about $250,000 this year to promote the coverage.

# Country music returning to its roots

**Country Radio Seminar hears speakers describe future direction of the music and the role broadcasters will play**

Country music is abandoning the "cross over" to popular forms of recent years and is crossing back to tradition, making it sound more like the country radio of yesteryear. That was the message conveyed to the 800 radio and music industry executives who descended upon the Opryland hotel in Nashville, Feb. 19-21, for the 18th annual Country Radio Seminar, sponsored by Country Radio Broadcasters.

"Maybe, just maybe, we are on the threshold of yet another changing of the guard in the country music industry," said Mike Oatman, president of Country Radio Broadcasters and chief executive officer of Great Empire Broadcasting, Wichita, Kan., in opening remarks on Friday (Feb. 20) morning.

Mandrell

"There are more new artists [in the business today] than I have seen in the 30 years I have been involved in the industry," Oatman said. And, said Oatman, new country music artists are borrowing from the "roots of their forefathers" in creating a traditional, yet eclectic sound.

Oatman's remarks were underscored by George Burns, president of Burns Media, Studio City, Calif., the following morning when he addressed the future of country music in relation to today's direction. "The trend is back to 'country insight' [a humanistic approach to song lyrics]," Burns said.

# *NBC overcomes ABC's 'Amerika'*

ABC's *Amerika* pulled in an average 19.0 rating and a 29 share overall for the mini-series' 14½ hours, but it was not enough to win the week from NBC. *Amerika* helped boost ABC's rating for the week to a 16.4/25, a season high for the network, but NBC won the week with an 18.2/28. CBS edged ABC for second, scoring a 16.6/25.

The final installment of *Amerika*, which aired on Sunday of week 22, pulled in a 19.6/30. That was lower than the numbers for either part one, which aired on Sunday during week 21 (24.7/38), or part two, week 22's Monday-night episode, which pulled in a (20.9/31).

*Amerika* suffered most of its ratings fall-off's early in the series, falling from 24.7/38 for part one to part three's 17.7/26. The fourth episode, which ran on Wednesday, Feb. 18, picked up one-tenth of a rating point and two share points over Tuesday's broadcast. But the trend downward kept pushing the numbers lower, bottoming out with episode six's (Friday) 15.4/24.

As might be expected with a mini-series, the concluding episode pulled in a larger audience than the middle episodes. *Amerika*'s numbers shot back up to a 19.6/30 for part seven, a gain of 4.2/7 over episode six's 15.4/23.

ABC took Monday night with a 19.8/28.5, the night of *Amerika*'s second part, but the network lost Tuesday night to CBS's broadcast of the *Miss USA Beauty Pageant*, which pulled in a 22.7/34.

NBC aired "Police Academy" on Monday night. The theatrical pulled in an 18.2/27 and ranked 21st for the week (see chart below).

ABC held onto Wednesday night with a 17.9/27.8, over NBC's 16.7/25.6 and CBS's 15.1/23.2.

CBS's regular lineup on Friday, *Scarecrow and Mrs. King*, *Dallas* and *Falcon Crest*, gave the network the evening with a 17.2/27.4. ABC's average was 15.7/25. NBC came away with a 14.6/23.1. The network's *Miami Vice* special, which aired at 10-11 p.m., pulled a 15.7/25, a drop from the series' 16.4/25 at 9-10 p.m.

But the finale of the mini-series failed to win the night. CBS began the night with *60 Minutes*, followed by a special *Murder, She Wrote*, which ran from 8 to 9:30 p.m., and then *Designing Women* from 9:30 to 10 p.m. and *Hard Copy* from 10 to 11 p.m. NBC aired "Flashdance" as its Sunday movie and pulled in a 17.0/26 from 9 to 11 p.m., but only averaged a 15.3/22.9 for the night.

In other events, CBS won the evening news ratings with a 13.0/23 over NBC's 12.7/22 and ABC's 10.7/18. Last year the numbers were CBS 13.3/23, NBC 13.2/23 and ABC 12.7/22.

The HUT level (homes using television) was 65.5% for week 22, up from last year's 64.7% and up from week 21's 64.2%.

| Rank | Show | Network | Rating/Share |
|---|---|---|---|
| 1. | Cosby Show | NBC | 37.6/54 |
| 2. | Family Ties | NBC | 32.4/46 |
| 3. | Night Court | NBC | 25.0/36 |
| 4. | Murder, She Wrote | NBC | 24.9/35 |
| 5. | Golden Girls | NBC | 24.5/41 |
| 6. | 60 Minutes | CBS | 22.8/35 |
| 7. | Miss USA Pageant | CBS | 22.7/34 |
| 8. | Who's the Boss? | ABC | 21.8/32 |
| 9. | Amerika, pt. 2 | ABC | 20.9/31 |
| 10. | L.A. Law | NBC | 20.7/32 |
| 11. | Matlock | NBC | 20.6/30 |
| 12. | Kate & Allie | CBS | 19.7/27 |
| 13. | Amerika, pt. 7 | ABC | 19.6/30 |
| 13. | Cheers Special | NBC | 19.6/28 |
| 13. | 227 | NBC | 19.6/34 |
| 16. | Dallas | CBS | 19.5/30 |
| 16. | Amen | NBC | 19.5/33 |
| 18. | Head of the Class | ABC | 18.9/28 |
| 19. | Highway to Heaven | NBC | 18.6/28 |
| 20. | My Sister Sam | CBS | 18.3/25 |
| 21. | Monday Night Movies | NBC | 18.2/27 |
| 21. | ALF | NBC | 18.2/25 |
| 23. | Newhart | CBS | 18.0/25 |
| 24. | Amerika, pt. 4 | ABC | 17.8/28 |
| 25. | Amerika, pt. 3 | ABC | 17.7/26 |
| 26. | Facts of Life | NBC | 17.6/31 |
| 27. | MacGyver | ABC | 17.5/24 |
| 28. | Perfect Strangers | ABC | 17.4/27 |
| 28. | Falcon Crest | CBS | 17.4/28 |
| 28. | Designing Women | CBS | 17.4/25 |
| 31. | Sunday Night Movie | NBC | 17.0/26 |
| 32. | Knots Landing | CBS | 16.9/26 |
| 33. | Mr. Belvedere | ABC | 16.6/27 |
| 34. | Disney Sunday Movie | ABC | 16.5/24 |
| 35. | Miami Vice | NBC | 16.4/25 |
| 36. | Amazing Stories | NBC | 16.3/23 |
| 37. | Webster | ABC | 16.1/27 |
| 38. | Equalizer | CBS | 15.8/26 |
| 39. | Hunter | NBC | 15.7/29 |
| 39. | Miami Vice Special | NBC | 15.7/25 |
| 41. | Amerika, pt. 5 | ABC | 15.6/23 |
| 42. | Remington Steele | NBC | 15.5/23 |
| 42. | Tortellis | NBC | 15.5/23 |
| 44. | Amerika, pt. 6 | ABC | 15.4/24 |
| 45. | Cagney & Lacey | CBS | 15.3/23 |
| 46. | Cavanaughs | CBS | 15.0/21 |
| 46. | Candid Camera Special | CBS | 15.0/22 |
| 48. | Magnum P.I. | CBS | 14.8/22 |
| 49. | Scarecrow & Mrs. King | CBS | 14.6/24 |
| 50. | Valerie | NBC | 14.3/20 |
| 51. | Hard Copy | CBS | 14.1/23 |
| 52. | St. Elsewhere | NBC | 13.8/23 |
| 53. | Our House | NBC | 13.7/21 |
| 54. | Simon & Simon | CBS | 13.6/20 |
| 55. | Easy Street | NBC | 12.4/18 |
| 56. | Saturday Movie | CBS | 12.0/21 |
| 57. | Stingray | NBC | 11.6/19 |
| 58. | Ohara | ABC | 11.5/19 |
| 59. | Spenser: For Hire | ABC | 11.4/21 |
| 60. | Sledge Hammer | ABC | 10.6/18 |
| 60. | Sidekicks | ABC | 10.6/18 |
| 62. | Twilight Zone Special | CBS | 9.5/16 |
| 63. | Wizard | CBS | 9.4/13 |
| 64. | Our World | ABC | 8.5/12 |

*Indicates premiere episode

mark the first increase in the number of transmitters, as opposed to power, in more than 20 years.

The request does not include funds for a major project to be built in Israel and shared by RFE/RL and the Voice of America. The $287-million facility—which would include a total of 16 transmitters—would be used to reach the Moslem people of Soviet Central Asia. BIB and VOA will not ask Congress for the money until U.S.-Israel negotiations over the site to be used are completed.

Forbes said the modernization program is essential to an overall project to overcome Soviet jamming. He said the situation, always bad for Radio Liberty, which broadcasts to the Soviet Union, has turned worse since the Soviets stopped jamming the British Broadcasting Corp. last month. Forbes described the Soviets as engaging in a kind of "pincer movement"—taking "a few modest steps to enliven their own media and . . . making selected western broadcasters more accessible," with the aim of drawing listeners away from RFE/RL, and, at the same time, "intensifying their jamming of our signals." □

# For the Record

As compiled by BROADCASTING, Feb. 19 through Feb. 25, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

## Ownership Changes

■ KABK-FM Augusta, Ark. (97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Service Communications Inc. to Dixie Broadcasting Inc. for $219,000. Seller is owned by Pete Cole, who has no other broadcast interests. Buyer is owned by Harvey Frith and his wife, Vivian. It also owns KMOA(AM) Kensett, Ark. and KKDI(AM) Sheridan, Ark. Filed Feb. 19.

■ KXO-AM-FM El Centro, Calif. (AM: 1230 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of KXO Inc. from Pamela J. Muzylowski to Gene P. Beister and J. Buckley for $143,555. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 13.

■ KLXV(TV) San Jose, Calif. (ch. 65; 3,300 kw vis., 330 kw aur.; HAAT: 2,629 ft.)—Seeks assignment of license from Donald B. Thomson to Friendly Bible Church Inc. for $1,725,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Ray K. Foreman and four others. It produces programing for station. Filed Feb. 13.

■ KFLJ(AM) Walsenburg, Colo. (1380 khz; 1 kw-D)—Seeks assignment of license from Floyd Jeter to Southern Front Range Broadcasting Inc. for $75,000. Seller has no other broadcast interests. Buyer is owned by Roland Ashmore and five others. It has no other broadcast interests. Filed Feb. 12.

■ WRGI(FM) Naples, Fla. (93.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Arkelian Broadcasting Co. to AllCommunications of Naples Inc. for $2.9 million. Seller is owned by Arthur Arkellian, who also owns two AM's and two FM's. Buyer is owned by Allan W. Roberts and family. Filed Feb. 13.

■ WSYL(AM) Sylvania, Ga. (1490 khz; 1 kw-D, 250 w-N)—Seeks transfer of control of Faed Enterprises of Ga. from Helen H. Coursey and Donald O. McDougald to Shirley C. MaHaffey for $210,000. Seller has no other broadcast interests. Buyer is stations general manager. Filed Feb. 18.

■ WMPP(AM) Chicago Heights, Ill. (1470 khz; 1 kw-D)—Seeks assignment of license from Jana Broadcasting Co. Inc., debtor-in-possession, to Premiere Broadcasting Inc. for $600,000. Seller is owned by Michael Benages. It also owns KQQK(FM) Galveston, Tex. Buyer is owned by Gaylene Domer, Bernardine C. Washington, Daisey Gaines and Zirl S. Smith. It has no other broadcast interests. Filed Feb. 11.

■ WGBF-AM Evansville, Ind. and WGBF-FM Henderson, Ky. (AM: 1280 khz; 5 kw-D, 1 kw-N; FM: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from First in Evansville Inc. to Aiken Communications Corp. for $750,000. Seller is owned by William J. Koewler, who has no other broadcast interests. Buyer is owned by Larry Aiken, who has no other broadcast interests. Filed Feb. 13.

■ WKYO(AM) Caro, Mich. (1360 khz; 1 kw-U)—Seeks

## Summary of broadcasting as of January 31, 1987

| Service | On Air | CP's | Total * |
|---|---|---|---|
| Commercial AM | 4,867 | 170 | 5,037 |
| Commercial FM | 3,948 | 418 | 4,364 |
| Educational FM | 1,293 | 173 | 1,436 |
| Total Radio | 10,076 | 761 | 10,837 |
| FM translators | 1,115 | 766 | 1,881 |
| Commercial VHF TV | 546 | 23 | 569 |
| Commercial UHF TV | 454 | 222 | 676 |
| Educational VHF TV | 110 | 3 | 113 |
| Educational UHF TV | 187 | 25 | 212 |
| Total TV | 1,297 | 273 | 1,570 |
| VHF LPTV | 247 | 74 | 321 |
| UHF LPTV | 163 | 136 | 299 |
| Total LPTV | 410 | 210 | 620 |
| VHF translators | 2,981 | 145 | 3,126 |
| UHF translators | 1,998 | 293 | 2,291 |
| ITFS | 250 | 114 | 364 |
| Low-power auxiliary | 824 | 0 | 824 |
| TV auxiliaries | 7,430 | 205 | 7,635 |
| UHF translator/boosters | 6 | 0 | 6 |
| Experimental TV | 3 | 5 | 8 |
| Remote pickup | 12,336 | 53 | 12,391 |
| Aural STL & intercity relay | 2,836 | 166 | 3,002 |

* Includes off-air licenses.